

River City Express

A publication of the NASWA "Workforce Intelligence Summit 2002"

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August 28, 2002

Today's Conference Highlight

*General Session:
"National Perspective"
A discussion on the
national perspective of
workforce needs.*

Grace Kilbane
and Jack Galvin

Grace Kilbane joined the U.S. Department of Labor in 1988. In 1999, she became the Administrator at the Office of Workforce Security, which administers the Unemployment Insurance Service, Foreign Labor Certification Programs, Employment Service, America's Labor Market Information System, and the One-Stop Career Center System.

Jack Galvin joined the Bureau of Labor Statistics in 1978 and has served as the Associate Commissioner of the Office of Employment and Unemployment Statistics for the Bureau since 1993. Don't miss this exciting presentation on National Perspectives.

8:30 am to 10:00 am
Old Sacramento Ballroom

Workforce Intelligence Summit 2002 Opens!

Our host, Richard Holden, opened the conference and invited the conference attendees to work as a team and create a workforce information system that uses all resources. He introduced Michael S. Bernick, Director of the California Employment Development Department. Director Bernick spoke about the importance of labor market information (LMI) for decision-making and the value of applied research projects, such as California's wage mobility study.

Maren Daley, Chair of NASWA LMI Committee, invited everyone to exchange ideas and share initiatives that will help keep the nation's workforce supplied with high quality, user-friendly information. Stanley P. Stephenson, the Bureau of Labor Statistics Regional Commissioner, said that LMI is vital for a One-Stop sys-

tem that serves job seekers and employers, and, is required by Section 309 of the WIA. Marie Moretti, Business Liaison for Governor Gray Davis, spoke about the importance of developing training that meets the needs of business, and provides workers, job seekers and students opportunities to gain skills that will promote upward mobility.

Stephen Levy, Director of the Center for the Continuing Study of the California Economy, closed the opening session with an address about "Shared Prosperity and the California Economy: Lessons for the Nation." He said the future of the California economy depends on the skills of its workforce and the ability of training providers to prepare the workforce. As public funding declines, local boards must create innovative part-



MICHAEL S. BERNICK
Director
California Employment
Development
Department

nerships and policies to improve service to the 95% of the workforce who are already working along with the other 5% seeking to become employed.

The Embassy Suites Hotel Lobby welcomes conference participants.



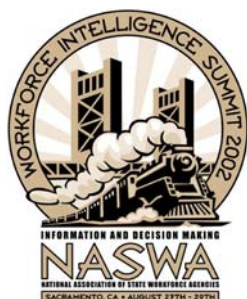
The Weather

Today
Wednesday
August 28, 2002

☀ High 99
☁ Low 61

Tomorrow
Thursday
August 29, 2002

☀ High 95
☁ Low 59



Session Notes from Tuesday, August 27, 2002

Luncheon Speaker: California Senator John Vasconcellos



Senator John Vasconcellos

Sam Rodriguez, the Chief Deputy Director for the California Employment Development Department (EDD) introduced California State Senator John Vasconcellos. The Senator said policy makers need more specific and better-coordinated economic data and he challenged the group to design a visionary system that is creative and smart. In the early 90s, the Senator established a bipartisan panel to generate a process to develop an overall economic vision to guide public policy towards a prosperous 21st century. The panel called for "a California economic information infrastructure that would provide an accurate, timely, detailed picture of our economy and the changes underway." As a result, the Senator authored legislation that defines some of the leading data products currently produced by EDD's Labor Market Information Division.

Senator Vasconcellos challenges: Be visionary, creative, and smart



General Session "The Future of Work"

Bob Lanter from the California Workforce Association facilitated a discussion on "The Future of Work." Dr. Michael Horrigan of the Bureau of Labor Statistics discussed the BLS projections process, national labor force and industry trends, as well as occupational demand, earnings inequality, and the information technology workforce. Dr. Hans Johnson from the Public Policy Institute of California

talked about the state's demographics, noting the implications for the state's labor supply by reviewing past and future demographic changes in California. Dr. Johnson noted important population characteristics including race, education, and labor force participation. Dr. Ruth Milkman from the Institute for Labor and Employment at the University of California, Los Angeles, reviewed net job

growth through the 1990's ranked by deciles of median wage in different occupations and industries to anticipate future employment trends. Dr. Milkman also contrasted the polarization between low and high wage jobs in the San Francisco Bay area and Southern California, and the relationship between polarization and workers' gender, and race at different times over the past 40 years.

Retraining/Upgrading Skills

Continuous employment demands that workers and job seekers meet the changing skills requirements in the workplace. William Walker, Workforce Development Manager for the Sacramento Employment and Training Agency, stressed the value of "soft skills" including work ethic, coming to work ready for a full eight hours, and get-

ting along in the workplace. Larry Sinor, Chair of the Sacramento Valley Apprenticeship Association, said that critical-thinking skills such as flexibility and observation might be more important to employers than actual job-skills. Corey Kidwell, Executive Director of the Bay Area Information Technology Council, discussed the need

for continuous learning and upgrading skills.



Industry Clusters

The Industry Clusters panel, led by Ted Bradshaw of the University of California at Davis, presented differing methodologies in identifying clusters. Mr. Bradshaw kicked off the discussion offering industrial concentration, industrial competitiveness, strong local inputs and outputs, and a supportive infrastructure as the primary crite-

ria. Matt Eary said the San Diego Association of Governments identified 16 clusters in San Diego County by studying the financial inputs and outputs of given industries. Randy Murphy from the Pennsylvania Department of Labor and Industry presented a software package that allows users to group any set of two, three, or four digit SICs

at a regional or state level to retrieve LMI for the grouped industries. The final panelist, Paul Wessen of California's Employment Development Department (EDD), said that working with San Diego State University, the EDD developed a process for defining industry clusters and identified 35 clusters in California using that method.

Trailblazing Research

The Trailblazing Research panel focused on research done in several states on wage mobility, supply and demand analysis, and low wage workers using the Census Bureau's Longitudinal Employer-Household Dynamics (LEHD) program. Dr. Julia Lane, Senior Research Fellow, LEHD Program, highlighted new uses of data developed by many states in partnership with the LEHD program. Mike O'Connell presented Florida's Spatial Mismatch that maps LEHD data for low and high wage workers by place of resi-

dence and place of work, and is then compared with geo-coded data for child care facilities and transpor-



tation routes. Dr. Atkhar Kahn discussed California's Wage Mobility study, which uses LEHD data to analyze worker mobility by tracking a large sample

over time and looking at inter-industry movement of workers. Finally, Les Janis of Georgia State University shared the work of the National Occupational Supply and Demand Consortium, which is developing a systematic way to help states collect supply and demand data. George Putman from the Illinois Department of Employment Security emphasized the value their customer database that helps examine and understand the fluidity of the labor force, not just increases or decreases in industry.

Analyzing Workforce Intelligence at the Local Level

Cynthia Solorio convened the "Analyzing Workforce Intelligence at the Local Level" session to discuss how local LMI must be before you use it to make program decisions?" Dixie Sommers talked about the Local Data Needs Workgroup, a joint project of the Workforce Information Council and NASWA charged with identifying information needs that are not addressed in the current national LMI system. Their report identified nine areas that needed further development, many suggesting additional information for the employer community. Diego Haro said reliable local LMI data was essential for making local funding allocations. Mr. Haro reminded us "sixty percent of eighth graders will grow-up to work in occupations that do not currently exist." Meggan Mensinger from the Long Beach Workforce Development Bureau shared information collected locally for the County of Los Angeles. Meggan said that LMI would benefit her customers if it was collected at the sub-county level and if the board could assure its' reliability.

Building Career Ladders in Demand Industries

After opening remarks by the panel, Sandy Kirschenmann led an open discussion centered around defining the elements of career ladders, how to identify, organize and support development of career ladders in specific industries, long term sustainability, retaining

and developing the capacity of current personnel and how to produce tangible products of success. Anette Smith-Doring from Sutter Health, California, focused on developing existing staff career ladders to address shortages in the labor force, specifically in nursing and other

health-related fields. Rick Spill from the National Skill Standards Board suggested teaching soft skills from kindergarten on up, agreeing with audience members that employers want new workers to have soft and technical skills.

Workforce Development-More Than Just Job Training Programs

Keith Lee, the Associate Administrator Officer from San Bernardino County, introduced Bob Cummings from the Chancellors Office of the California Community Colleges, and Betty Felton from California State University, Hayward. The panel mem-

bers agreed: (1) Colleges need to recognize and accept that they are part of workforce development; (2) Colleges must customize classes to meet employer needs; (3) Colleges must adapt to the changing demographics of their often older and already

working students; (4) Colleges need to offer more certificate programs as opposed to degree programs; and (5) Colleges and schools need to use LMI to develop classes that meet their local communities current and long-term needs.



Conference Evaluations

Conferences participants evaluated the sessions as follows:

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Opening Session					
Speaker(s) were informative and interesting				✓	
Topics were enlightening and interesting				✓	
“Retraining and Upgrading Skills”					
<i>Speakers</i>				✓	
<i>Topics</i>				✓	
“Industry Clusters”					
<i>Speakers</i>				✓	
<i>Topics</i>				✓	
“Trailblazing Research”					
<i>Speakers</i>				✓	
<i>Topics</i>				✓	
General Session “The Future of Work”					
<i>Speakers</i>					✓
<i>Topics</i>					✓
“Building Career Ladders in Demand Industries”					
<i>Speakers</i>					✓
<i>Topics</i>					✓
“Workforce Development More than Just Job Training Programs”					
<i>Speakers</i>				✓	
<i>Topics</i>				✓	
“Analyzing Workforce Intelligence at the Local Level”					
<i>Speakers</i>				✓	
<i>Topics</i>					✓

Thank you for participating in the session evaluations!